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| Smart Phone with solid fill  Send with solid fill  Internet with solid fill  Marker with solid fill | (530) 559-8102  pauline@carlsondata.com  paulinecarlson.com  10556 Combie Rd #6348 Auburn, CA 95602  paulinecarlson.com  linkedin.com/in/paulinecarlson | PAULINE CARLSON  INSTRUCTIONAL DESIGNER | |
| **summary statement**  Seasoned instructional designer and corporate trainer with 15+ years of experience developing impactful learning programs. Skilled course author and developer of engaging video-based content using the latest tools and technologies. Success in collaborating effectively with stakeholders to prioritize end-user understanding and maximize training outcomes. Specializations include designing and facilitating software workshops, creating user-friendly guides and reference materials, video production, and building in-depth online courses and micro-learning modules. Proven value on User Acceptance Testing (UAT) teams to drive quality, completion, adoption, and satisfaction deliverables. | |
| education  Associate of Science – Geography Sierra College, Rocklin, California  2016 – 2020  Designated Teaching Credential Computer Science CalState San Bernardino  1990 | |
| **work experience** | |
| March 2022 –  Present  May 2022 –  November 2022  January 2019 –  August 2022 | **Corporate Trainer**  **American Honda Motor Company**  Design and facilitate engaging technical micro-learning sessions for adult learners across Honda utilizing needs assessments and proven instructional design methodologies. Monitor participation and maintain detailed records of user attendance.  **Lead Instructional Designer**  **Pacific Gas and Electric Company**  Elevated the standard of training using a creative instructional design, creating captivating infographics and designing logos, icons, and other graphic elements crucial to corporate communications. These skills collectively contributed to a dynamic and visually enriched approach to training and corporate communication throughout the company. Participant enrollment increased by over 10%.  **Lead** **Instructional** **Designer**  **ServiceHub** **Inc** |
| expertise   * Developed a standalone school management software solution * Certified Virtual Trainer * ERP Trainer and Field Support * Instructional Designer and Technical Writer * Microsoft Office Products Expert * Organizational Development Facilitator   software utilized Required Knowledge Software:   * All Microsoft Office Products   Facilitation Software:   * Microsoft Teams, WebEx, GoTo Trainer, Zoom, Adobe Connect | |
| Instructional Design Software:   * Articulate 360, Storyboard, Camtasia, Adobe Illustrator, Adobe Photoshop   Geographic Information Software:   * ArcGIS, ArcPRO, SQL | |  | Spearheaded a cross-functional call center team, leading to a 30% increase in client satisfaction and a 50% increase in customer retention. Designed and facilitated e-learning courses and software application workshops remotely for multidisciplinary teams of hospital personnel using Articulate 360 Storyboard. Created several micro-learning courses using Camtasia video production skills. Designed and facilitated leadership and management skills user guides, QRGs, and online courses to promote comprehensive knowledge to key stakeholders. Key participant in ERP deployment as company expanded its product line. |
| October 2017 –  January 2019 | **Manager of Learning and Development**  **Vier Team**  Coordinated and managed training schedules. Reconciled employees’ completed training sessions in adherence with state requirements. Facilitated time management and created onboarding workshops for employees. |

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|  | April 2000 –  Present | **Professional Facilitator/Instructional Designer**  **Carlson Data Systems**  Provided consultation to various corporations, including Wells Fargo, HP, and PG&E. Delivered engaging change management training to more than 1200 gas mechanics, HR administrators, and executives. Participated and gave feedback in several UAT sessions to provide the best user outcomes. |